

L.E. MacWilliams

Region Operations Manager Buffalo #1600

March 23, 1998

TO: KAM's, AM's, DM's, RM's & SR's

RE: CAMEL OZONE / NEW APRIL PROMOTION

Ladies & Gentlemen:

Please be advised as follows relative to the Camel Ozone April promotion:

Camel B2GF T-Shirt (#538724)

- All stores in the Ozone will receive shipment during the week of April 20, 1998
- · Reference the attached list of participating stores
- All stores will receive 1 SKU (20 offers per SKU)
- It will be necessary for SR's and RR's to follow-up at retail to place product into the promotional sleeves. Product selection to be determined based on market opportunity

KAMs/AMs and SR's should communicate any further details relative to implementation at retail for their respective accounts.

<u>Special Note:</u> per my voicemail of 3/18/98, ship date for Camel Ozone May promotion (Metal Signs) has been revised to week of 5/4/98.

Sincerely,

Lori MacWilliams

cc: J. Ames
J. Campbell

RR's (based on list)

CAMEL OZONE May, 1998 Promotion B2GF T-Shirt #538724

SR TERR	ACCT	NAME	ADDRESS	CITY	STATE	ZIP	# SKU's T-Shirts per Store
162301	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	5446	1
162308	178595	CUMBERLAND FMS 1514	26 MANCHESTER RD	POUGHKEEPSIE	NY	12603	1
162308	408310	STEWARTS 306	79 CREEK RD	POUGHKEEPSIE	NY	12601	1
162308	600147	JAI GROCERY INC.	2A NEW HACKENSACK RD	POUGHKEEPSIE	NY	12603	1
162308	661864	STEWARTS 302	600 DUTCHESS TPKE	POUGHKEEPSIE	NY	12603	1
162308	669437	S&D FOOD STORE INC	250 HOOKER AVE	POUGHKEEPSIE	NY	12603	1
162308	686513	CHESTNUT MOBIL LAGRA	298 TITUSVILLE RD	POUGHKEEPSIE	NY	12603	1
162308	742104	APPLE VALLEY BP	100 FREEDOM PLAINS RD	POUGHKEEPSIE	NY	12603	1
162308	743914	GOPI ENTP/COSTAL GS	816 MAIN ST	POUGHKEEPSIE	NY	12603	1
162308	757343	MOBIL EXPRESS	SOI ROUTE 9	POUGHKEEPSIE,	NY	12603	1
162308	766944	BUDDY'S SERVICE CTR.	233 FREEDOM PLAINS R	POUGHKEEPSIE	NY	12603	1
162308	769926	ARLINGTON GETTY	813 MAIN ST	POUGHKEEPSIE	NY	12603	1
162308	776481	STEWARTS 313	404 6 NORTH RD	HYDE PARK	NY	12538	1
162308	785310	COLLEGE VIEW BAKERY	7 COLLEGEVIEW AVE	POUGHKEEPSIE	NY	12603	1
162604	036106	HESS MART #32340	S. WINTON & TOWNLINE	ROCHESTER	NY	14623	1
162604	086248	HESS MART #32319	222 JEFFERSON RD	ROCHESTER	NY	14623	1
162604	268713	7 11 #24809	3995 W HENRIETTA RD	ROCHESTER	NY	14623	1
162604	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	1
162604	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1
162604	517842	A PLUS COOP #7340	2499 E HENRIETTA RD	ROCHESTER	NY	14623	1
162604	544704	RJ NEWS	3333 W HENRIETTA RD	ROCHESTER	NY	14623	1
162604	564957	RASIM MUTLU MOBIL	619 MONROE AVE	ROCHESTER	NY	14607	1
162604	763477	7 11 #22653 (F)	436 MONROE AVE	ROCHESTER	NY	14607	1
162604	763905	A PLUS COOP #7327	1540 JEFFERSON RD	ROCHESTER	NY	14623	1
162604	763931	SUGARCREEK #48	1477 JEFFERSON RD	ROCHESTER	NY	14623	1
163801	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	5401	1
163801	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	5401	1
163801	113522	GRACEY'S STORE	1333 WILLISTON RD	OUTH BURLINGT	VT	5403	1
163801	113538	CUMBERLAND FMS 8019	454 RIVERSIDE AVE	BURLINGTON	VT	5401	1
163801	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	5401	1
163801	113563	KAMPUS KITCHEN	273 COLCHESTER AVE.	BURLINGTON	VT	5401	1
163801	113904	CUMBERLAND FMS 8018	661 PINE ST	BURLINGTON	VT	5401	1

CAMEL OZONE May, 1998 Promotion B2GF T-Shirt #538724

ACCT	NAME	. 				
		ADDRESS	CITY	STATE	ZIP	# SKU's T-Shirts per Store
290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	5401	1
303495	SIMON'S	974 SHELBURNE RD	OUTH BURLINGT	VT	5403	1
324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	5401	1
328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	5401	1
399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	5401	1
456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	5401	1
493052	J & M GROCERY	68 ARCHIBALD ST	BURLINGTON	VT	5401	1 .
512774	MOBIL SHORT STOP 007	977 SHELBURNE RD	OUTH BURLINGT	VT	5403	1
576934	MOBIL SHORT STOP	1314 WILLISTON RD	OUTH BURLINGT	VT	5403	1
585246	HANDY'S PARK ST MOBL	24 PARK ST	BURLINGTON .	VT	5401	1
587759	ROTARY MART #8	103 SHELBURNE ST	BURLINGTON	VT	5401	1
623926	DOWNTOWN QUICK STOP	93 S WINOOSKI AVE	BURLINGTON	VT	5401	1
665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	5403	1
704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	5401	1
740858	CHAMPLAIN FARMS	315 SHELBURNE RD	BURLINGTON	VT	5401	1
748080	AIRPORT EXXON	1800 WILLISTON RD	SO BURLINGTON	VT	5403	1
760698	MOBIL SHORT STOP 004	1830 SHELBURNE RD	OUTH BURLINGT	VT	5403	1
104980	SAMAHAS STORE	137 MAIN ST	PLYMOUTH	NH	3264	1
104991	BOB'S KWIK CHEK	S. MAIN ST. ROUTE 3A	PLYMOUTH	NH	3264	1
105022	CUMBERLAND FMS 5543	124 COURT ST	LACONIA	NH	3246	1
247457	GILFORD MOBILE MART	1397 LAKE SHORE RD	GILFORD	NH	3246	1
453348	XTRA MART 7295	297 UNION AVE	LACONIA	NH	3246	. 1
570389	TYLER STREET MARKET	92 PINE ST	LACONIA	NH	3246	1
626086	XTRA MART 7075	142 S MAIN ST	LACONIA	NH	3246	1
667008	HANDY LANDING GENERA	RR 3 BOX 101B	LACONIA	NH	3246	1
695820	AIRPORT COUNTRY STOR	63 GILFORD EAST DR	GILFORD	NH	3246	1
738078	LACONIA SUNOCO	UNION AVE	LACONIA	NH	3246	1
743039	GILFORD SQUARE MKT	RR 11 BOX B	GILFORD	NH	3246	1
	AM/ Rich Tanchyk					0
	AM/Bruce Cook					0
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	60 Retail Accounts Total					60
	303495 324703 328735 399636 456241 493052 512774 576934 585246 587759 623926 665918 704049 740858 748080 760698 104991 105022 247457 453348 570389 626086 667008 695820 738078	303495 SIMON'S 324703 RIVERSIDE BEVERAGE 328735 KERRYS KWIK STOP 399636 LUCKY LANCE 456241 MOBIL SHORT STOP 493052 J & M GROCERY 512774 MOBIL SHORT STOP 007 576934 MOBIL SHORT STOP 585246 HANDY'S PARK ST MOBL 587759 ROTARY MART #8 623926 DOWNTOWN QUICK STOP 665918 INTERSTATE SHELL 704049 WAGGY'S DELI 748080 AIRPORT EXXON 760698 MOBIL SHORT STOP 004 104980 SAMAHAS STORE 104991 BOB'S KWIK CHEK 105022 CUMBERLAND FMS 5543 247457 GILFORD MOBILE MART 453348 XTRA MART 7295 570389 TYLER STREET MARKET 626086 XTRA MART 7075 667008 HANDY LANDING GENERA 695820 AIRPORT COUNTRY STOR 738078 LACONIA SUNOCO 743039 GILFORD SQUARE MKT AM/Bruce Cook	303495 SIMON'S 974 SHELBURNE RD 324703 RIVERSIDE BEVERAGE 500 RIVERSIDE AVE 328735 KERRYS KWIK STOP 249 SAINT PAUL ST 399636 LUCKY LANCE 1355 NORTH AVE 456241 MOBIL SHORT STOP 1555 NORTH AVE 493052 J & M GROCERY 68 ARCHIBALD ST 512774 MOBIL SHORT STOP 007 977 SHELBURNE RD 576934 MOBIL SHORT STOP 1314 WILLISTON RD 585246 HANDY'S PARK ST MOBL 24 PARK ST 587759 ROTARY MART #8 103 SHELBURNE ST 623926 DOWNTOWN QUICK STOP 93 S WINOOSKI AVE 665918 INTERSTATE SHELL 1055 WILLISTON RD 704049 WAGGY'S DELI 98 NORTH AVE 740858 CHAMPLAIN FARMS 315 SHELBURNE RD 748080 AIRPORT EXXON 1800 WILLISTON RD 760698 MOBIL SHORT STOP 004 1830 SHELBURNE RD 104980 SAMAHAS STORE 137 MAIN ST 104991 BOB'S KWIK CHEK S. MAIN ST. ROUTE 3A 105022 CUMBERLAND FMS 5543 124 COURT ST 247457 GILFORD MOBILE MART 1397 LAKE SHORE RD 453348 XIRA MART 7295 297 UNION AVE 570389 TYLER STREET MARKET 92 PINE ST 626086 XTRA MART 7075 142 S MAIN ST 667008 HANDY LANDING GENERA RR 3 BOX 101B 695820 AIRPORT COUNTRY STOR 63 GILFORD EAST DR 738078 LACONIA SUNOCO UNION AVE 743039 GILFORD SQUARE MKT RR 11 BOX B AM/Bruce Cook 140000 140000 140000 140000 140000 140000 140000 140000 140000 140000 140000 140000 140000 140000 1400000 1400000 1400000 1400000 1400000 14000000 14000000 14000000 14000000 1400000000 140000000 1400000000 140000000000	303495 SIMON'S 974 SHELBURNE RD OUTH BURLINGT 324703 RIVERSIDE BEVERAGE 500 RIVERSIDE AVE BURLINGTON 328735 KERRYS KWIK STOP 249 SAINT PAUL ST BURLINGTON 399636 LUCKY LANCE 1355 NORTH AVE BURLINGTON 456241 MOBIL SHORT STOP 1555 NORTH AVE BURLINGTON 493052 J & M GROCERY 68 ARCHIBALD ST BURLINGTON 512774 MOBIL SHORT STOP 007 977 SHELBURNE RD OUTH BURLINGT 512774 MOBIL SHORT STOP 1314 WILLISTON RD OUTH BURLINGT 5876934 MOBIL SHORT STOP 1314 WILLISTON RD OUTH BURLINGT 587694 MOBIL SHORT STOP 1314 WILLISTON RD OUTH BURLINGTON 587759 ROTARY MART #8 103 SHELBURNE ST BURLINGTON 623926 DOWNTOWN QUICK STOP 93 S WINOOSKI AVE BURLINGTON 665918 INTERSTATE SHELL 1055 WILLISTON RD BURLINGTON 740058 CHAMPLAIN FARMS 315 SHELBURNE RD BURLINGTON 748058 CHAMPLAIN FARMS 315 SHELBUR	SIMON'S 974 SHELBURNE RD OUTH BURLINGT VT	303495 SIMON'S 974 SHELBURNE RD OUTH BURLINGT VT 5403 324703 RIVERSIDE BEVERAGE 500 RIVERSIDE AVE BURLINGTON VT 5401 328735 KERRYS KWIK STOP 249 SAINT PAUL ST BURLINGTON VT 5401 399636 LUCKY LANCE 1355 NORTH AVE BURLINGTON VT 5401 456241 MOBIL SHORT STOP 1555 NORTH AVE BURLINGTON VT 5401 493052 J & M GROCERY 68 ARCHIBALD ST BURLINGTON VT 5401 512774 MOBIL SHORT STOP 0777 SHELBURNE RD OUTH BURLINGT VT 5403 576934 MOBIL SHORT STOP 1314 WILLISTON RD OUTH BURLINGT VT 5403 585246 HANDY'S PARK ST MOBIL 24 PARK ST BURLINGTON VT 5401 587759 ROTARY MART #8 103 SHELBURNE ST BURLINGTON VT 5401 665918 INTERSTATE SHELL 1055 WILLISTON RD BURLINGTON VT 5401 665918 INTERSTATE SHELL 1055 WILLISTON RD BURLINGTON VT 5401 740858 CHAMPLAIN FARMS 315 SHELBURNE RD BURLINGTON VT 5401 740809 AIRPORT EXON 1800 WILLISTON RD BURLINGTON VT 5403 740890 AIRPORT EXON 1800 WILLISTON RD SO BURLINGTON VT 5403 740991 BOB'S KWIK CHEK S. MAIN ST. ROUTE 3A PLYMOUTH NIH 3264 104991 BOB'S KWIK CHEK S. MAIN ST. ROUTE 3A PLYMOUTH NIH 3264 104991 BOB'S KWIK CHEK S. MAIN ST. ROUTE 3A PLYMOUTH NIH 3264 10590 TYLER STREET MARKET 92 PINE ST LACONIA NIH 3246 453348 XTRA MART 7295 297 UNION AVE LACONIA NIH 3246 667003 HANDY LANDING GENERA RR 3 BOX 101B LACONIA NIH 3246 667003 HANDY LANDING GENERA RR 3 BOX 101B LACONIA NIH 3246 67808 AIRPORT COUNTRY STOR 63 GILFORD SOILFORD NIH 3246 67803 GILFORD SQUARE MKT RR 11 BOX B GILFORD NIH 3246 67803 GILFORD SQUARE MKT RR 11 BOX B GILFORD NIH 3246 AM/Brice Cook SAMAPS COOK SOURCE